

Seth Rosenthal is a Co-Founder and the President of Tweak Software the maker of RV, the next-generation the next generation image and sequence viewer for VFX and animation artists. Tweak Software was founded to commercialize software developed at Tweak Films, a boutique VFX production company started by veterans of Industrial Light and Magic. Tweak Films was founded in 2001 and wrapped its final show six years later at the end of 2007. Through a combination of advanced graphics R&D and high-end visual effects production experience, Tweak built a reputation as the small shop that could take on the challenging projects usually handled by the big shops.

Seth joined Tweak after more than 6 years at Industrial Light and Magic where he supervised a team that made a number of interesting contributions to visual effects film-making. He supervised projects including:

- * Motion capture (The Day After Tomorrow, Star Wars episodes I and II, The Mummy),
- * Real-time virtual set integration with first unit photography (Artificial Intelligence: AI),
- * Multi-camera photography for 3D reconstruction of actors and performances (Lemony Snicket, Minority Report, Pearl Harbor), and
- * Photogrammetric set reconstruction and high dynamic range photography (Hulk).

Seth co-invented ILM's patented facial motion capture process and supervised facial capture on the then secret Brother Termite test. He also supervised facial capture for ongoing internal development including the Hugo test and the Marianne test which demonstrated that high-resolution facial motion capture could be recovered using hand held cameras on a freely moving actor. Many of the techniques and procedures that Seth helped create have become a standard part of ILM's pipeline for creating digital doubles, measuring scenes and sets for geometry and lighting, and image-based motion capture and match-animation.